

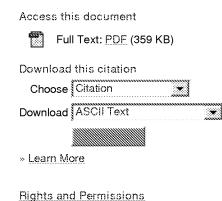
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Amazon.com recommendations: item-to-item collaborativ

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## Abstract

Recommendation algorithms are best known for their use on e-commerce Web sites, whe about a customer's interests to generate a list of recommended items. Many applications that customers purchase and explicitly rate to represent their interests, but they can also uncluding items viewed, demographic data, subject interests, and favorite artists. At Amaz recommendation algorithms to personalize the online store for each customer. The store is based on customer interests, showing programming titles to a software engineer and bab mother. There are three common approaches to solving the recommendation problem: trafiltering, cluster models, and search-based methods. Here, we compare these methods we which we call item-to-item collaborative filtering. Unlike traditional collaborative filtering, or computation scales independently of the number of customers and number of items in the algorithm produces recommendations in real-time, scales to massive data sets, and gene recommendations.

Index Terms

Inspec

## Controlled Indexing

Web sites electronic commerce information filters information retrieval real-ti retail data processing

## Non-controlled Indexing

Amazon.com recommendations Web sites cluster models customer interests demographic data e-commerce item-to-item collaborative filtering massive data online store product catalog real-time recommendation algorithms search-barmethods

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